

**REMARKS**

**Note:** For ease of reference, two copies of amended claim 1 are included in the following pages. The first copy, on page 4, is a 'marked up' version (as also seen in the attached revised specification). The second copy, on page 5, is a 'clean copy' of the same amended claim.

**Explanation of Terminology Changes in the Claims:**

In order to better clarify the dual-commerce system's two types of online-represented 'venues' from one another, the terminology used in the claims to describe these two types of venues has been changed.

The first reference in claim 1 to a 'venue' now specifies:

"d.) said at least one networked computer having software and user interface means for  
i. representing at least one online networked-venue which is equipped to serve online customers..."

The second reference in claim 1 and used elsewhere, which was previously referred to as to as 'networked venue,' now reads:

"ii. representing at least one physical facility which is equipped to serve a flow of customers at a physical location..."

Text excerpts below, from the specification, are provided to show antecedents of numerous types of physical facilities supporting the alternative venue terminology and the interchangeability of the terms 'venue' and 'facility.'

**Specification Excerpts Supporting the Dual-Commerce  
Physical Facility(s) Aspect of the Present Invention**

"Such networked-venues can include any in a variety of product, activity(s) and/or service(s) venues such as those found at entertainment complexes, mall-based facilities, amusement parks, convention centers, stadiums, arenas, a store, or store-chain, service(s) or activity(s) facility, and the like." page 3, lines 8-11

"For example, upon arriving at a facility equipped with the system and method of the present invention, customer itineraries (whether printed out, or downloaded into mobile handheld devices) can direct identified customers to a reserved parking spot and then to each scheduled interaction/activity and/or service." Page 4, lines 22-25

"The present invention consolidates ordering procedures and schedules optimal traffic flow when more than one facility, venue, or location of interest needs to be visited." Page 6, lines 16-18

(continued of page 6)

1 Claim 1 'Marked-up Copy'

2  
3 Claim 1. ~~Apparatus and software~~ An electronic commerce and reservation system for  
4 establishing a bi-directional communication link between at least one customer and a large  
5 publicly accessible communications network, ~~such as the Internet,~~ and for providing an online  
6 dual-commerce ~~transactions, system,~~ comprising:

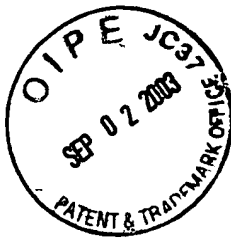
- 7 a.) a browser ~~device~~ apparatus having network-browsing software;  
8 b.) network connection means for connecting said browser device to at least one  
9 networked computer of said communications network;  
10 c.) network-user identification and verification means;  
11 d.) said at least one networked computer, ~~having~~ software and user interface means for  
12 i. representing at least one online networked-venue which is equipped to serve  
13 online customers,  
14 ii. representing at least one physical facility which is equipped to serve a flow of  
15 customers at a physical location, said computer and software of a type  
16 which provides  
17 iii. providing a current databased selection of ~~available online choices and~~  
18 ~~available networked-venue choices~~ of goods, or services, or activities, or  
19 combinations thereof, available from said online networked-venue(s) and  
20 available from said physical facility(s).

21 e.) ~~software and user interface suitable for~~

- 22 i. ~~iv. providing communications with said networked computer(s), and for~~  
23 ~~taking, recording, and reporting customer orders from choices provided by~~  
24 ~~said current databased selection,~~  
25 ii. ~~v. making completing~~ at least one order from said available online-  
26 ~~networked-venue(s) choices,~~  
27 iii. ~~vi. making completing~~ at least one order from said available ~~networked-~~  
28 ~~venue choices physical facility(s) choices, whereby said order(s)~~  
29 ~~is scheduled and reserved by scheduling and reserving physical facility~~  
30 ~~order(s) according to a at least one current condition of a chronological~~  
31 ~~table of scheduled and available customer-events;~~  
32 ~~viii. providing customers at least one is downloadable type in the form of a~~  
33 ~~itinerary by said customer, and~~  
34 whereby said at least one order from said physical facility(s) choices  
35 - is subsequently culminated following the scheduled arrival of the  
36 ordering customer at said facility(s) a physical location of said  
37 networked-venue(s) that is designated for expedited service, and  
38 following the verification of the said customer's identification and order,  
39 by suitable said identification and order verification means, and located at  
40 the said physical location(s)

41 and said system is further comprised of

42 e.) ~~iv. automated database-condition editing, monitoring and reporting means which, is~~  
43 ~~responsive to changes to said current databased selection when each online order is made,~~  
44 ~~and when each online scheduled and reserved venue order is made and subsequently~~  
45 ~~culminated from said networked-venue(s); and which, causes record-keeping and record-~~  
46 ~~updating software routines to automatically record transaction details pertaining to said~~  
47 ~~online order(s) and said scheduled and reserved order(s) and to update, and report, the~~  
48 ~~availability of subsequent orderings, schedulings, orders, schedules, and reservations; to~~  
49 ~~said current databased selection when any order is completed.~~



CLAIMS

Claim 1. ~~Apparatus and software~~ An electronic commerce and reservation system for establishing a bi-directional communication link between at least one customer and a large publicly accessible communications network, ~~such as the Internet,~~ and for providing an online dual-commerce transactions, system, comprising:

- a.) a browser ~~device~~ apparatus having network-browsing software;
- b.) network connection means for connecting said browser device to at least one networked computer of said communications network;
- c.) network-user identification and verification means;
- d.) said at least one networked computer, ~~having~~ software and user interface means for
  - i. representing at least one online networked-venue which is equipped to serve online customers,
  - ii. representing at least one physical facility which is equipped to serve a flow of customers at a physical location, said computer and software of a type which provides
  - iii. providing a current databased selection of ~~available online choices and available networked-venue choices~~ of goods, or services, or activities, or combinations thereof, available from said online networked-venue(s) and available from said physical facility(s),
- e.) ~~software and user interface suitable for~~
  - i. ~~iv. providing communications with said networked computer(s), and for~~ taking, recording, and reporting customer orders from choices provided by said current databased selection,
  - ii. ~~v. making completing~~ at least one order from said available online-networked-venue(s) choices,
  - iii. ~~vi. making completing~~ at least one order from said available ~~networked-venue choices~~ physical facility(s) choices, whereby said order(s)
  - vii. ~~is scheduled and reserved by~~ scheduling and reserving physical facility order(s) according to a at least one current condition of a chronological table of scheduled and available customer-events;

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viii. providing customers at least one is ~~downloadable type~~ in the form of a  
 itinerary by ~~said customer~~; and  
whereby said at least one order from said physical facility(s) choices

- is subsequently culminated following the scheduled arrival of the  
 ordering customer at said facility(s) ~~a physical location of said  
 networked venue(s) that is designated for expedited service, and~~  
 following the verification of the said customer's identification and order,  
 by ~~suitable~~ said identification and order verification means, ~~and located at  
 the said physical location(s)~~

and said system is further comprised of

e.) iv. ~~automated database-condition editing, monitoring and reporting means~~ which, is  
 responsive to changes to said current databased selection when each ~~online~~ order is made,  
~~and when each online scheduled and reserved venue order is made and subsequently~~  
~~culminated from said networked venue(s);~~ and which, causes record-keeping and record-  
 updating software routines to automatically record transaction details pertaining to said  
~~online order(s) and said scheduled and reserved order(s)~~ and to update, and report, the  
 availability of subsequent ~~orderings, schedulings,~~ orders, schedules, and reservations; to  
 said current databased selection when any order is completed.

Claim 2. The ~~browser apparatus~~ system of claim 1 wherein the browser apparatus consists of  
~~consisting of~~ a handheld apparatus having wireless bi-directional connectivity to the Internet.

Claim 3. The ~~browser apparatus~~ system of claim 1 wherein the browser apparatus consists of  
~~consisting of~~ a computer wireless bi-directional connectivity to the Internet and a modem.

Claim 4. The ~~network browsing software~~ system of claim 1 wherein the network browsing  
software consists of ~~consisting of~~ a commercially available browser application.

1 Claim 5. The ~~network browsing software system~~ of claim 1 wherein the network connection  
2 means are further comprised of ~~consisting in the combination of a commercially available~~  
3 ~~browser application and an Internet portal.~~

4  
5 Claim 6. The ~~Said user interface system~~ of claim 1 wherein ~~said interface comprises the user~~  
6 interface further comprises ~~consisting of~~ an Internet portal.

7  
8 Claim 7. ~~The network connection means consisting of~~ The system of claim 1 wherein the  
9 network connection means is further comprised of an Internet connection made by an Internet  
10 Service Provider.

11  
12 Claim 8. ~~The identification and order verification means~~ The system of claim 1 wherein the  
13 identification and order verification means ~~consisting~~ consists of at least one commercially  
14 available customer identification and verification apparatus ~~suitable for~~ equipped to  
15 ~~communication~~ communicate with said networked-computer.

16  
17 Claim 9. The system of claim 1 wherein ~~The user interface and software suitable for establishing~~  
18 ~~a communication link with said networked computer(s) of claim 1,~~ the software of said at least  
19 one networked computer is further comprising ~~comprised of~~ at least one software routine for  
20 providing a customer with a at least one printout record.

21  
22 Claim 10. The system of claim 1 wherein ~~The ordering means of claim 1~~ the software of said at  
23 least one networked computer is further comprising ~~comprised of~~ at least one software routine  
24 for automatically providing a networked-venue merchant with transaction details pertaining to  
25 his venue's sales.

26  
27 Claim 11. The system of claim 1 wherein ~~The ordering, scheduling and reservation means of~~  
28 ~~claim 1~~ the software of said at least one networked computer is further comprising ~~comprised of~~  
29 at least one software routine for automatically providing a networked-venue merchant with  
30 transaction details pertaining to schedulings and reservations.

1 Claim 12. The ~~record keeping and record updating software~~ system of claim 1, further  
2 comprising at least one software routine for automatically providing a supplier of a networked-  
3 venue with transaction details pertaining to that venue's sales.

4  
5 Claim 13. The ~~record keeping and record updating software~~ system of claim 1, further  
6 comprising at least one software routine for automatically calculating and deducting a sales  
7 commission based on the type of online order made.

8  
9 Claim 14. The ~~ordering means~~ system of claim 1 wherein the software of said at least one  
10 networked computer is further comprising comprised of at least one software routine for  
11 facilitating the delivery of online order(s) of goods to a customer.

12  
13 Claim 15. The ~~networked venue and networked computer and software~~ system of claim 1  
14 wherein the software of said at least one networked computer is further comprising comprised of  
15 at least one software routines routine for the confirmation of customer orders.

16  
17 ~~Claim 17.~~ Claim 16. The ~~networked venue and networked computer and software~~ system of  
18 claim 1 wherein the software of said at least one networked computer is further comprising  
19 comprised of at least one software routines routine for the ~~verification~~ verification of customer  
20 identification.

21  
22 ~~Claim 18.~~ Claim 17. The customer identification verifying software of claim 16 ~~further~~  
23 consisting of at least one commercially available networkable customer identification and  
24 verification apparatus.

25  
26 ~~Claim 19.~~ Claim 18. The ~~browser apparatus~~ system of claim 1 wherein the browser apparatus  
27 consisting consists of at least one ~~networked~~ computer located at a said at least one physical  
28 ~~networked venue~~ facility, and said computer(s) is equipped with a network communications link  
29 to communicate with said at least one networked computer.

30  
31 ~~Claim 20.~~ Claim 19. The ~~browser apparatus~~ system of claim 1 wherein the browser apparatus  
32 consisting consists of at least one ~~networked~~ computer located at a plurality of physical

~~networked venue facilities, and said computer(s) is equipped with a network communications link to communicate with said at least one networked computer which also incorporates a plurality of physical networked venues.~~

~~Claim 21. Claim 20. The dual-commerce apparatus system~~ of claim 1 further comprising software routines for the entering and recording of financial transaction card information and for reporting transactions to at least one financial transaction card vendor.

~~Claim 22. Claim 21. The browser apparatus system~~ of claim 1 ~~consisting of~~ further comprising at least one networked computer located at a physical ~~networked venue facility~~, said computer having a user interface that is similar in appearance and offers functionality similar to that of an Automated Teller Machine (ATM) and including means for reading, recording and reporting financial transaction card information and further includes automated means for conveying user-ordered product to a user of the apparatus.

~~Claim 23. Claim 22. The system networked venue~~ of claim 1 wherein said at least one physical facility(s) further comprising is further comprised of a secured retail-inventory environment wherein a plurality of said networked computers workstations are arranged adjacent to one another to form a perimeter which surrounds and thereby secures an inventory of merchandise ~~in an optimized workstation system~~ such that said inventory is consolidated in a space-saving manner and is out of reach to customers until purchased, and wherein each of said ~~workstations computers~~:

- a.) ~~comprises a networked computer having connectivity to~~ has a network communications link with at least one computer network, and has a user interface to facilitate transactions and interactions,
- b.) has networked order-taking apparatus and software routines to facilitate user financial transactions and for reporting and recording said transactions,
- c.) has record-keeping and record-updating software routines to automatically record transaction details pertaining to any workstation order and to update and report the availability of merchandise, according to the order(s) made.

1 ~~Claim 27. Claim 23.~~ The networked arrangement of computers workstation system of claim 22  
2 ~~further comprising wherein said~~ at least one networked computer is further comprised of an  
3 Automated Teller Machine 'ATM' style ~~workstation type of functionality and which adjoins an~~  
4 is positioned for customer access in a location which is outside of said exterior wall of the  
5 networked venue physical facility and provides workstation functionality.

6  
7 ~~Claim 28. Claim 24.~~ The ~~workstation system networked arrangement of computers~~ of claim 22  
8 wherein each of said ~~workstations~~ networked computers has hi-speed connectivity and provides  
9 interactivity with ~~the workstations of~~ at least one other ~~workstation system networked computer~~  
10 of a networked arrangement of computers located at another physical facility.

11  
12 ~~Claim 24. Claim 25.~~ The surrounding and securing networked workstation system arrangement  
13 of claim 22 further comprising an automated merchandise pick-and-place system for storing and  
14 retrieving secured retail inventory, comprising:

- 15 a.) at least one motion-control computer with motion-control software that is  
16 networked to, and responsive to user input from at least one the of said  
17 workstations;  
18 b.) a multiplicity of securely ~~located~~ positioned merchandise slots that are vertically  
19 aligned in columns and horizontally aligned in rows and are positioned within  
20 said perimeter out of reach of customers;  
21 c.) at least one computer-accessible record of the vertical position and horizontal  
22 position of each of said merchandise slots;  
23 d.) at least one updateable computer-accessible record of the vertical position and  
24 horizontal position ~~of~~ of each of said merchandise slots and the type of  
25 merchandise stored ~~therein~~ in any occupied slot;  
26 e.) at least one computer-accessible record of the vertical position and horizontal  
27 position of a receiving end of each workstation delivery chute located adjacent to  
28 each workstation;  
29 f.) a motion controller interface coupled between said motion-control computer(s)  
30 and electro-mechanical actuators;



- g.) at least one motion-controllable member that is positionable by said actuator(s) in a horizontal axis, having a pick-and-place robotic apparatus operative from an end thereof that is positionable in a vertical axis by said actuator(s);
- h.) an electro-mechanically actuated merchandise gripping means that is positionable to securely grip merchandise and move it in and out of any of said merchandise slots, and to also move it said merchandise into a receiving end of any said workstation delivery chutes;
- the combination of which is responsive to user input with a user control input device, and control signals from at least one computer that is networked to the workstation system to provide:
- i. stocking, retrieval and re-stocking of merchandise; and
  - ii. automated delivery of said merchandise to a user's workstation chute by accessing at least one of said computer-storable records, and communicating the record data to said motion-control computer for the computer-controlled positioning of said member(s), said pick-and-place robotic apparatus, and said gripping means;
  - iii. merchant input from a networked computer for automated pick-and-place control of inventory.

~~Claim 25.~~ Claim 26. The automated merchandise pick-and-place system for secured retail inventory of claim 25 further comprising rapid inventorying apparatus ~~comprising~~ having at least one emitter-detector light sensing means that is attached adjacent to an end of said at least one motion-controllable member and is positionable by computer motion-control to sweep in a controlled path past merchandise slots and interpret the difference in light reflectivity of vacant container slots and container slots occupied with merchandise, and rapidly scans slot-empty states or slot-occupied states and records, maintains and reports all state-conditions of the inventory to said record-keeping and record-updating software.

~~Claim 26.~~ Claim 27. The ~~networked venue system~~ of claim 1 wherein said at least one physical facility(s) further comprising is further comprised of a secured entertainment entertainment- content replication environment and retail-inventory wherein networked computer workstations are arranged adjacent to one another to form a contiguous perimeter which surrounds and thereby

1 entertainment-content replication equipment and an inventory of merchandise ~~in an optimized~~  
2 ~~workstation system~~ such that said equipment and the product of thereof, and said inventory, is  
3 consolidated in a space-saving manner and is out of reach to customers until purchased, and  
4 wherein each of said workstations:

5 a.) ~~comprises~~ is comprised of a networked computer having connectivity to at least  
6 one network, and has a user interface to facilitate transactions and interactions,

7 b.) has networked order-taking apparatus and software routines to facilitate user  
8 ordering and financial transactions pertaining to said product and said inventory  
9 and for reporting and recording said transactions,

10 c.) has record-keeping and record-updating software routines to automatically record  
11 transaction details pertaining to any workstation order and to update and report  
12 the availability of merchandise, according to the order(s) made.

13  
14 ~~Claim 29.~~ Claim 28. The ~~customer ordering means system~~ of claim 1 wherein said at least one  
15 networked computer is further comprised of multimedia content playback means, further  
16 ~~comprising~~ multimedia-playback software routines and ~~at least one type of~~ multimedia content  
17 for facilitating customer transactions with the playback of said multimedia content.

18  
19 ~~Claim 30.~~ Claim 29. The ~~customer ordering means~~ multimedia content playback means of claim  
20 28 wherein ~~the said multimedia playback means features~~ multimedia content having has  
21 meaning that is relevant to the context of customer transactions and interactions, and is  
22 synchronous thereto, and helps to facilitate order decisions.

23  
24 ~~Claim 31.~~ The apparatus and software of claim 1 wherein said at least one computer consists of  
25 at least one networked server computer and software having a communication link with at least  
26 one client computer and software.

27  
28 ~~Claim 33.~~ Claim 30. The ~~optimized networked workstation~~ system of claim 1 wherein said at  
29 least one physical facility(s) is further comprised of at least one networked computer, software  
30 and user interface ~~a each of said workstations which~~ provide ~~software and hardware~~ means for  
31 browsing, previewing, ordering, uploading, verifying the identity of customers, completing  
32 financial transactions and keeping a computer-accessible record of order transaction details

1 pertaining to orders for, and uploadings of, medialess digitally-recorded entertainment-content  
 2 ~~such as MP3 (Mpeg-3)~~ files that are ordered and received by customers having a an apparatus  
 3 which is equipped to receive downloads of said content through a communications link  
 4 ~~networked communication~~ with said system.

5  
 6 ~~Claim 34. Claim 31. The system networked communication~~ of claim 30 wherein said  
 7 communications link provides consisting in bi-directional communication between said  
 8 networked computer(s) workstation(s) and at least one wireless handheld device suitable for  
 9 receiving digitally-recorded files.

10  
 11 ~~Claim 35. Claim 32. The system networked communication~~ of claim 30 wherein said  
 12 communications link provides bi-directional communication between said workstation(s) and at  
 13 least one coupled handheld device suitable for receiving digitally-recorded files, when the latter  
 14 and the former are coupled together by suitable coupling means.

15  
 16 ~~Claim 32. Claim 33. The dual-commerce system~~ of claim 1 wherein said at least one physical  
 17 facility is further comprised of said at least one physical area location of within said networked-  
 18 venue(s) facility which is designated for customer expedited service, and said system is equipped  
 19 with at least one software routine for

- 20 a). scheduling a traffic flow of customers is schedulable up to a 100% flow rate of  
 21 scheduled customers, and  
 22 b). notifying a merchant in advance of the scheduled flow rates of customers.

23  
 24 ~~Claim 32 Claim 34. The dual-commerce system expedited service area~~ of claim 33 wherein said  
 25 at least one physical area location of said networked-venue(s) designated for expedited service, is  
 26 scalable in size to accommodate increased increases in scheduled customer flow rates.

27  
 28 ~~Claim 36 Claim 35. The system of claim 1 wherein said customer identification and order~~  
 29 verification means of the networked-venue(s) of claim 1 are further comprising comprised of a  
 30 bi-directional communications link with at least one wireless handheld device browser apparatus.

1  
2 ~~Claim 37~~ Claim 36. The apparatus and software of ~~claim 1~~ system of claim 1 wherein said  
3 browser apparatus consists of a wireless handheld device further consisting of means for a  
4 customer equipped to download said itinerary to a wireless device itineraries and convey  
5 itinerary-related information to a user of said device.

6  
7 ~~Claim 38. A dual-commerce method enabling a customer to place online orders over a network~~  
8 ~~such as the Internet including orders that are schedulable and reserveable and provide a customer~~  
9 ~~a scheduled excursion to at least one networked venue physical facility which offers deliverables~~  
10 ~~that the customer has ordered online, comprising the steps of:~~

- 11     ~~a.) establishing a bi-directional communication link between with a customer browsing~~  
12     ~~device apparatus and between a large publicly accessible communications network~~  
13     ~~such as the Internet and at least one dual-commerce networked venue represented at~~  
14     ~~an Internet portal site~~  
15     ~~b.) accessing a current databased selection of available online choices, and available~~  
16     ~~networked venue choices of goods, or services, or activities, or combinations thereof,~~  
17     ~~available to the customer(s) both online and from at least one physical location of said~~  
18     ~~networked venue(s)~~  
19     ~~c.) establishing a communication link with at least one networked computer(s) at said~~  
20     ~~networked venue(s)~~  
21     ~~d.) accessing software and a user interface for making choices pertaining to said current~~  
22     ~~databased selection and for making at least one order from said choices online~~  
23     ~~e.) accessing customer ordering, reservation and scheduling means for making~~  
24     ~~choices pertaining to said current databased selection and for making and recording at least~~  
25     ~~one order from said choices online which is schedulable and reserveable according to a~~  
26     ~~current condition of a chronological table of scheduled and available customer events~~  
27     ~~f.) making at least one networked venue order online, downloading an itinerary which~~  
28     ~~when followed subsequently completes the order with the scheduled arrival and~~  
29     ~~interaction of the customer at said physical location of said networked venue(s) that is~~  
30     ~~designated for expedited service, following the verification of the customer's~~

~~identification and order by suitable identification and order verification means located at the physical location~~

~~g.) automatically updating current databased selection when each online order is made, and when each reserved and scheduled order is made and subsequently culminated from said networked venue(s), and causing record-keeping and record-updating software routines to automatically record transaction details pertaining to said online order(s) and said scheduled and reserved order(s) and to update and report the availability of subsequent orderings, schedulings and reservations to said current databased selection when any order is completed.~~

~~Claim 39. Dual commerce system for establishing a bi-directional communication link between at least one customer and a large publicly accessible communications network such as the Internet, comprising:~~

~~a.) a browser device having network browsing software~~

~~b.) network connection means~~

~~c.) network customer identification and verification means~~

~~d.) at least one dual commerce networked venue represented by at least one networked computer and software, said computer and software of a type which provides a current databased selection of available merchandise, or services, or activities, or combinations thereof, available to said customer(s) both online and from at least one physical location of said networked venue(s)~~

~~e.) software and user interface suitable for~~

~~i. providing communications with said networked computer(s), and for taking, recording, and reporting customer orders from choices provided by said current databased selection~~

~~ii. making at least one order from said available online choices~~

~~iii. making at least one order from said available networked venue choices whereby said order(s)~~

~~is scheduled and reserved according to a current condition of a chronological table of scheduled and available customer events;~~

~~is downloadable in the form of an itinerary by said customer; and~~

~~is subsequently culminated following the scheduled arrival of the ordering customer at a physical location of said networked venue(s), following the verification of the customer's identification and order by suitable identification and order verification means located at the physical location(s)~~

~~iv. automated database condition editing, monitoring and reporting which, is responsive to changes to said current databased selection when each online order is made, and when each online scheduled and reserved venue order is made and subsequently culminated from said networked venue(s); and which, causes record keeping and record updating software routines to automatically record transaction details pertaining to said online order(s) and said scheduled and reserved order(s) and to update and report the availability of subsequent orderings, schedulings, and reservations to said current databased selection when any order is completed.~~

Claim 40. An electronic commerce and reservatin system for establishing a bi-directional communication link between at least one customer and a large publicly accessible communications network, and for providing online dual-commerce transactions, comprising:

a.) a browser apparatus having network-browsing software;

b.) network connection means for connecting said browser device to at least one networked computer of said communications network;

c.) network-user identification and verification means;

d.) said at least one networked computer having software and user interface means for

i. representing at least one online networked-venue which is equipped to serve online customers,

ii. representing at least one physical facility which is equipped to serve a flow of customers and fulfill customer orders at a physical location,

iii providing a current databased selection of choices of goods, or services, or activities, or combinations thereof, available from said online networked-venue(s) and available from said physical facility(s),

iv. taking, recording, and reporting customer orders from choices provided by

1 said current databased selection,

2 v. completing at least one order from said available online-networked-  
3 venue(s) choices, and guaranteeing to the customer the availability of each  
4 order,

5 vi. completing at least one order from said available physical facility(s)  
6 choices, and guaranteeing to the customer the availability of each order,  
7 whereby said at least one order from said physical facility(s) choices

8 - is subsequently culminated following the scheduled arrival of the  
9 ordering customer at said facility(s) and following the verification of  
10 said customer's identification and order, by said identification and  
11 verification means,

12 and said system is further comprised of

13 e.) automated database-condition editing, monitoring and reporting means which, is  
14 responsive to changes to said current databased selection when each order is made, and  
15 which, causes record-keeping and record-updating software routines to automatically  
16 record transaction details pertaining to said order(s) and to update, and report, the  
17 availability of subsequent orders, schedules, and reservations, to said current databased  
18 selection when any order is completed.

19  
20 Claim 41. The system of claim 40 wherein said at least one networked computer having software  
21 is further comprised of software which permits a user to select among software interface  
22 categories pertaining to products, or services, or activities, or any combination thereof.

23  
24 Claim 42. The system of claim 40 wherein said at least one networked computer having software  
25 is further comprised of software which automatically calculates and allocates revenues to  
26 networked-venue sellers and physical facility sellers fulfilling online orders.

1 Claim 43. The system of claim 40 wherein said at least one networked computer having software  
2 is further comprised of software which automatically notifying a seller's supplier of any sold  
3 item that will need to be restocked.

4  
5 Claim 44. The system of claim 40 wherein said at least one networked computer is further  
6 comprised of software

7 a.) for representing the association of at least one online networked-venue and at least  
8 one physical facility when said venue(s) and said facility(s) are operated by the same  
9 business or company.

10  
11 Claim 45. The system of claim 40 wherein said at least one networked computer is further  
12 comprised of software for scheduling and reserving physical facility order(s) according to at least  
13 one current condition of a chronological table of scheduled and available customer-events and is  
14 equipped to convey order-related information to physical facilities having order-receiving  
15 apparatus.

16  
17 Claim 46. The system of claim 45 wherein said order-related information received by said order-  
18 receiving apparatus is further comprised of customer traffic flow rate information which enables  
19 the scheduling of an optimum flow rate of customers of up to a 100% capacity of a venue, and  
20 also provides information for optimally staffing venue personnel in proportion to said customer  
21 traffic flow rate information.

22  
23 Claim 47. The system of claim 40 wherein said at least one networked computer is further  
24 comprised of software and GUI user input means for providing customers at least one type of  
25 itinerary.

26  
27 Claim 48. The system of claim 40 wherein said browser apparatus consists of a portable  
28 handheld device hving a communications link with said at least one networked computer and is  
29 further comprised of software and user input means to facilitate the downloading of at least one  
30 type of itinerary to said handheld device by a customer.



1  
2 Claim 49. The system of claim 48 wherein said at least one physical facility(s) is further  
3 comprised of:

4 1.) customer interfacing means for establishing a bi-directional communications link with  
5 said handheld device,

6 2.) customer identity verification means for verifying the identity of handheld device  
7 equipped customers

8 3.) transaction completing, editing and updating means

9 whereby, the combination provides for transaction completing, or changing, or updating, or  
10 any combination thereof, via said communications link.

11  
12 Claim 50. The system of claim 48 wherein said at least one physical facility(s) is further  
13 comprised of:

14 1.) customer interfacing means for establishing a bi-directional communications link with  
15 said handheld device,

16 2.) customer identity verification means for verifying the identity of handheld device  
17 equipped customers

18 3.) schedule editing, automated adjusting and updating means

19 whereby, the combination provides customers the means for changing, automatically  
20 adjusting and updating a scheduled itinerary, as available, via said communications link.

21  
22 Claim 51. The system of claim 40 wherein said browser apparatus is a portable handheld device  
23 having a communications link with said system and said at least one networked computer is is  
24 responsive to input sent from said handheld device and is further comprised of schedule editing,  
25 automated adjusting and updating means comprising:

26 1.) a customer break request buffer which temporarily retains all pending break requests  
27 made from customer handheld devices at said at least one physical facility(s);

2.) software means for querying customer schedule changes and current schedule-related conditions in a chronological table pertaining to customer-events at said physical facility(s); and

3.) software means for automatically adjusting customer schedules according to then current schedule availabilities at said facility(s).

Claim 52. The system of claim 40 wherein said at least one networked computer is further comprised of software and a GUI which provides customer pre-payment means for making pre-payments before subsequently going to a physical facility, which also provides an increased customer security means in that no monies or credit cards are required of the customer at said physical facility.

Claim 53. The system of claim 40 wherein said at least one physical facility further comprises at least one apparatus for facilitating and completing financial transactions.

Claim 54. The system of claim 1 wherein the browser apparatus is further comprised of a handheld device having:

1. Global Positioning System 'GPS' navigation means, and
2. graphical display means for displaying GPS-related information
3. a communications link means for downloading at least one type of itinerary
4. means for coordinating, relating and displaying said GPS-related information and said itinerary such that a user knows which direction to go relative to a current location and a current itinerary state.

Claim 55. The browser apparatus of claim 54 wherein said means for portraying GPS-related information are comprised of a display screen equipped to display alpha-numeric text.

Claim 56. The browser apparatus of claim 54 wherein said means for portraying GPS-related information are comprised of a display screen equipped to display digital images.

1 Claim 57. The browser apparatus of claim 54 wherein said means for portraying GPS-related  
2 information are comprised of audio playback means equipped to play audio files that are  
3 storeable in a digital format.

4  
5 Claim 58. The browser apparatus of claim 54 wherein said means for portraying GPS-related  
6 information are comprised of multimedia playback means equipped to play multimedia files that  
7 are storeable in a digital format.

8  
9 Claim 59. The browser apparatus of claim 54 wherein said means for portraying GPS-related  
10 information are further comprised of means for providing time feedback pertaining to an  
11 itinerary and time estimates pertaining to a user's intended movement from one point of an  
12 itinerary to another point relative to the user's mode of travel.

13  
14 Claim 60. The system of claim 40 wherein said browser apparatus is further comprised of a  
15 cellular phone.

16  
17 Claim 61. The system of claim 40 wherein said browser apparatus is further comprised of a  
18 pager.

19  
20 Claim 62. The system of claim 40 wherein said browser apparatus is further comprised of a  
21 personal digital assistant 'PDA.'

22  
23 Claim 63. The system of claim 40 wherein said browser apparatus is further comprised of  
24 multimedia recording and playback means and is configurable by a user to provide prompts to  
25 assist the user in the execution of an itinerary.

26  
27 Claim 64. A method for enabling a customer to place online dual-commerce orders over a large  
28 publicly accessible communications network, and for automatically editing, monitoring,  
29 reporting, recording and updating order related information, comprising the steps of:

- 30 1) a customer employing a browser apparatus equipped with network-browsing software  
31 and having a communications link with said communications network, to navigate to at

1 least one website accessible on said network, said website(s) having a graphical user  
2 interface 'GUI' which

- 3 i. represents at least one online networked-venue which is equipped to serve  
4 online customers,
- 5 ii. represents at least one physical facility which is equipped to serve a flow of  
6 customers at a physical location,
- 7 iii. represents a current databased selection of choices of goods, or services, or  
8 activities, or combinations thereof, which are displayed when currently  
9 available from said online networked-venue(s),
- 10 iv. represents a current databased selection of choices of goods, or services, or  
11 activities, or combinations thereof, which are displayed when currently  
12 available from said physical facility(s),
- 13 v. provides means for taking, recording, and reporting customer orders from  
14 choices provided by said current databased selection,
- 15 vi. provides means for completing at least one order from said current databased  
16 selection of choices,
- 17 vii. provides means for scheduling and reserving said order(s) according to at  
18 least one current condition of a chronological record of scheduled and  
19 available customer-events;
- 20 viii. provides means for downloading at least one type of an itinerary;

21 2.) whereby, when said customer chooses among said current databased selection of  
22 choices from

- 23 ix. said online networked-venue(s),  
24 - the order is completed by the customer online, following the  
25 verification of said customer's identification, by identification and  
26 verification means,
- 27 x. said physical facility(s),  
28 - the order is subsequently culminated following the arrival of the  
29 ordering customer at said facility(s) and following the verification of

1           said customer's identification and order, by identification and  
2           verification means,

3       3.) upon completion of a customer order, an automated database-condition editing,  
4       monitoring and reporting means responsive to changes to said current databased selection of  
5       choices, causes record-keeping and record-updating software routines to automatically record  
6       transaction details pertaining to said order(s) and to update, and report, the availability of  
7       subsequent orders, schedules, and reservations, to said current databased selection of choices  
8       when any order is completed.

9  
10   Claim 65. The method of claim 64 wherein the GUI of the website(s) further comprising the step  
11   of representing at least one online networked-venue and at least one physical facility as being  
12   associated with one another, when said venue(s) and said facility(s) are operated by the same  
13   company and said method is further comprised of the step of the customer making at least one  
14   choice from among the options offered by said company in said GUI.

15  
16   Claim 66. The method of claim 64 further comprising the step of software scheduling and  
17   reserving said order(s) according to at least one current condition of a chronological table of  
18   scheduled and available customer-events.

19  
20   Claim 67. The method of claim 64 wherein at least one software routine and GUI user input  
21   means are provided for downloading at least one type of itinerary to said browser apparatus and  
22   said method is further comprised of the step of the customer making at least one user input  
23   choice from of an itinerary download option.

24  
25   Claim 68. The method of claim 64 further comprising the step of software guaranteeing to the  
26   customer the availability of each order the customer completes.

27  
28   Claim 69. The method of claim 64 further comprising diverse deliverables ordering means, said  
29   ordering means comprising the steps of:

- a.) a user employing a browser apparatus having a communications link with said large publicly accessible communications network
- b.) the user employing a GUI which facilitates online commerce
- c.) verifying the identity of the user
- d.) the user browsing through a current databased selection of available choices provided by a plurality of online-represented networked-venues
- e.) the user placing a plurality of orders at different online-represented networked-venues
- f.) the software of the system
  1. monitoring, and updating as necessary, the current databased selection of available choices provided by said plurality of online-represented networked-venues,
  2. consolidating said plurality of orders into a single online invoice which is accessible at one website in said GUI,
  3. automatically reserving and placing a user order with its respective seller,
  4. automatically calculating and allocating revenues to sellers fulfilling user orders,
  5. automatically eliminating the availability of a user order from the current databased selection of choices,
  6. guaranteeing to the user the availability of each completed order,
  7. notifying a seller of a customer's expected arrival time, in the event of a sale being culminated at a physical facility, and if the customer has specified a time to arrive at said facility in order to receive expedited service.

1 Claim 70. The method of claim 69 further comprising the step of:

2 a.) the user selecting among software interface categories pertaining to products, or  
3 services, or activities, or any combination thereof, and said step following the step  
4 of verifying the identity of the user.

6 Claim 71. The method of claim 69 further comprising the step of:

7 a.) the software of the system automatically notifying a seller's supplier of any sold  
8 item that will need to be restocked.

10 Claim 72. A method of employing the Internet in an electronic commerce and reservation system  
11 dual-commerce capacity, comprising the steps of:

12 1.) a customer using a browser apparatus equipped with Internet browsing software and having a  
13 communications link with the Internet;

14 2.) said customer employing said browser apparatus and software to access an Internet website  
15 which displays dual-commerce networked-enabled venues comprising:

16 a.) at least one online-represented networked-venue equipped to complete online  
17 transactions, and

18 b.) at least one online-represented physical facility equipped to serve a traffic flow of  
19 customers and fulfill customer orders at a physical location;

20 3.) said customer employing software accessible from within said browser apparatus which

21 c.) verifies the identity of a user

22 d.) provides purchasing interface means for the purchase of products, or goods, or  
23 services, or activities or any combination thereof, shown as available at said  
24 networked-venue(s), and shown as available at said physical facility(s),

25 e.) provides reservation interface means for the reservation of products, or goods, or  
26 services, or activities or any combination thereof, shown as available at said physical  
27 facility(s).

1 f.) guarantees to the customer the availability of what is ordered from said dual-  
2 commerce networked-enabled venues.

3 g.) provides scheduling interface means for scheduling customer arrivals at said physical  
4 facility(s), in a manner that expedites the facility(s)' service to the scheduled  
5 customer, and in a manner providing a best available itinerary based on at least one  
6 preferred time-window specified by said customer and based on availability of what  
7 is ordered at said physical facility(s).

8 h.) communicates order-related information to physical facilities having order-receiving  
9 apparatus in a manner that facilitates a sheduled flow rate of customers of up to a  
10 100% capacity of the facility.

11 4.) said customer going to at least one physical facility to culminate any physical facility order.  
12

13 Claim 73. The method of claim 72 wherein said scheduling interface means is further comprised  
14 of software which provides customers the choice of a best available itinerary requiring the least  
15 amount of the customer's time, based on availability of what is ordered at said physical  
16 facility(s).

17  
18 Claim 74. The method of claim 72 wherein said scheduling interface means is further comprised  
19 of software which provides customers the choice of best available itineraries requiring the least  
20 amount of the customer's time, based on at least one preferred time-window specified by said  
21 customer, and based on availability of what is ordered at a plurality of physical facility(s).  
22

23 Claim 75. The method of claim 72 wherein said scheduling interface means is further comprised  
24 of software which provides customers the choice of best available itineraries requiring the least  
25 amount of the customer's time, based on at least one preferred time-window specified by said  
26 customer, and based on availabilities at a multi-venue facility.  
27



1 Claim 76. The method of claim 75 wherein said multi-venue facility is an amusement park and  
2 said scheduling interface means is further comprised of software which provides customers the  
3 choice of best available itineraries for a plurality of attractions requiring the least amount of the  
4 customer's time between said attractions based on at least one preferred time-window specified  
5 by said customer and based on availabilities of said attractions.

6  
7 Claim 77. The method of claim 72 wherein said scheduling interface means is further comprised  
8 of software which provides customers the option of receiving deliverables from said at least one  
9 facility(s) on the same day they are ordered online.